

TIME PERIOD: 1990 FLAT S.E.T. CHANGE

		FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S PV 85'S	25'S PV 100'S
MFG. LIST PRICE(PER 1000)		\$49.90	\$51.40	\$38.00	\$39.25	\$40.92	\$42.12
LESS TERM DISC.		\$1.62	\$1.67	\$0.95	\$0.98	\$1.02	\$1.05
LESS IDP	0.00%						
COST TO DISTRIBUTOR		\$48.28	\$49.73	\$37.05	\$38.27	\$39.90	\$41.07
ADD AVG. S.E.T.	\$11.33	\$59.60	\$61.05	\$48.38	\$49.59	\$51.22	\$52.39
DIST. MARK-UP	5.00%	\$2.98	\$3.05	\$2.42	\$2.48	\$2.56	\$2.62
COST TO RETAILER		\$62.58	\$64.11	\$50.79	\$52.07	\$53.78	\$55.01
RETAIL MARK-UP		\$77.13	\$79.01	\$67.30	\$69.00	\$71.26	\$72.89
ADD SALES TAX	5.19%	\$4.00	\$4.10	\$3.49	\$3.58	\$3.70	\$3.78
COST PER 1000		\$81.14	\$83.11	\$70.79	\$72.58	\$74.96	\$76.67
COST PER PACK	WEIGHT 50.00%	\$1.73	\$1.77	\$1.41	\$1.45	\$1.49	\$1.53
COST PER CARTON	50.00%	\$15.13	\$15.50	\$12.33	\$12.64	\$13.06	\$13.35
PROJECTED CATEGORY SHARE		50.09%	34.00%	6.17%	9.16%	0.42%	0.16%

INPUT VARIABLES:

DESCRIPTION

DISCOUNT	FM 3.25%	PV 2.50%	TERM DISCOUNT
IDP	0.00%		
AVG S.E.T	\$0.2265		SALES EXCISE TAX(WEIGHTED)
DIST M.U.	5.00%		DISTRIBUTOR MARK-UP
CRT. M.U.	14.50%	21.00%	RETAIL CARTON MARK-UP
PK M.U.	32.00%	44.00%	RETAIL PACK MARK-UP
CARTON%	50.00%		% OF CARTON VOLUME
PACK%	50.00%		% OF PACK VOLUME
SALES TAX	5.19%		WEIGHTED STATE TAX
COUPON	\$0.0283		PER PACK
ENTER MFG. LIST PRICE ABOVE			

	AVG PERIOD
PRICE	
COST PER 1000	\$78.94
COST PER PACK	\$1.70
COST PER CARTON	\$14.84
%DIFF VS. YEAR AGO	
COST PER 1000	
COST PER PACK	
COST PER CARTON	

2045378095